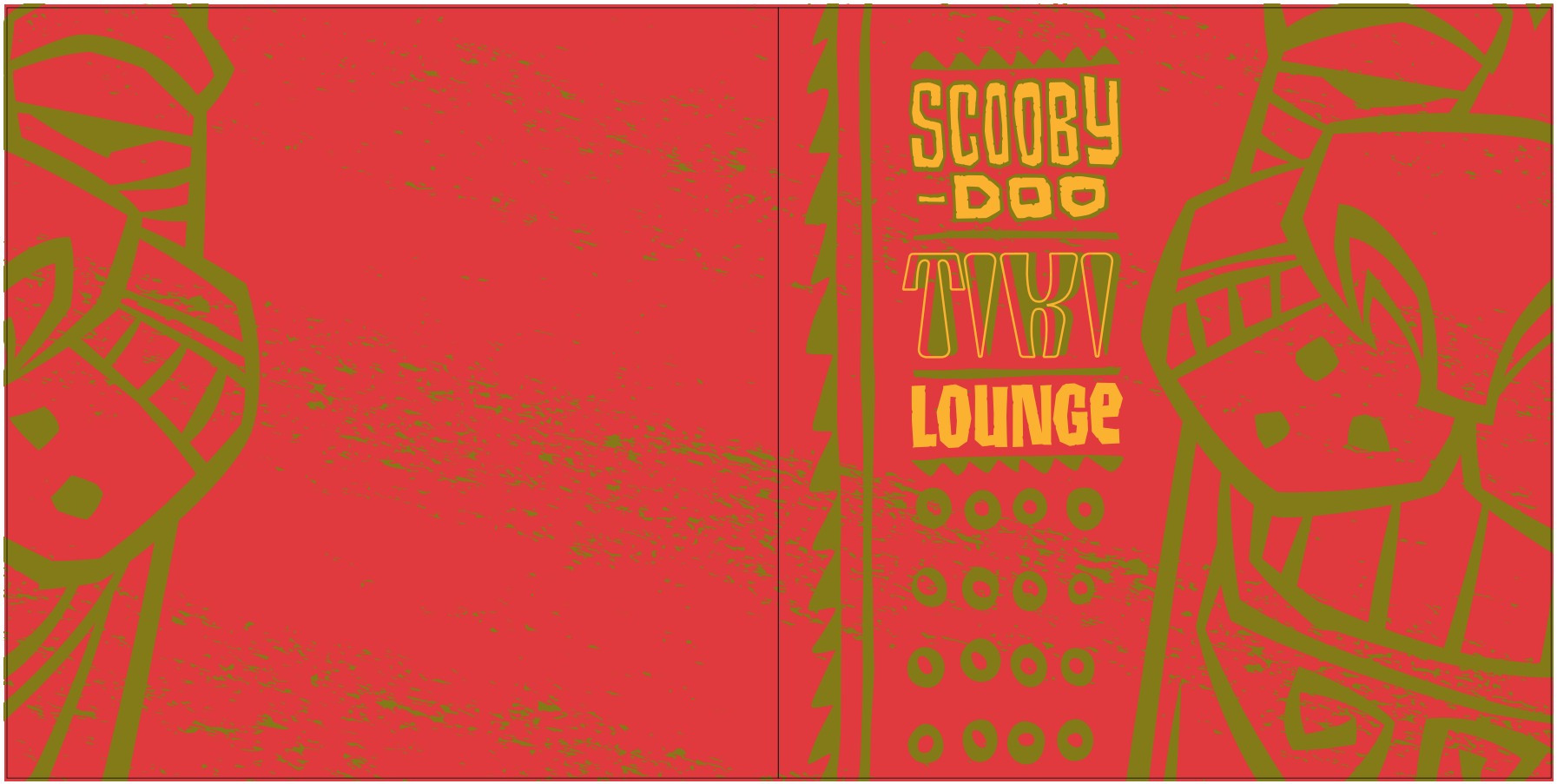
SCOOBY
-DOO
TIKI
LOUNGE

Table of Contents

- Brand Assurance Guidelines
- Character Art
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High standards equal long-term success. By carefully controlling the design of all Warner Bros. Consumer Products properties and the licensed products on which they appear, we ensure that they will continue to attract consumer interest and appeal. Therefore, all uses of SCOOBY-DOO character likenesses and names must be approved prior to the production and sale of any product designed by licensees. In addition, all packaging, advertising, in-store promotions, catalogs, brochures, web sites, etc. using SCOOBY-DOO characters must receive written approval from Brand Assurance prior to production and distribution.

Approval Procedures

While Warner Bros. Consumer Products Brand Assurance gives each project our immediate and full attention, approvals take time. Please allow 10 business days for each of the approval stages in your schedule. Avoid short turnarounds. Submit new line art or production designs at the following stages:

- Rough sketch of concept layout
- Finished artwork or final proofs
- Pre-production samples or strike-offs
- Finished products or package samples

Concept Submissions

The most expeditious way to submit your concept approvals is using our on-line program called Cyber BA. Check with your local office to see if Cyber BA is available in your area.

Cyber BA is a web-based tool designed to help expedite the concept submission process for Licensees who have current contracts. The website has a series of customized options that make it convenient for you to upload images instead of sending them via courier. As soon as you log on, the site recognizes you, presents you with a list of your contracts, and puts you just a few clicks away from submitting your concept. Once submitted, the concept is immediately viewable by Brand Assurance in Burbank and flows into the normal approval process.

All images must be converted to JPEG, GIF or TIFF format in order to be uploaded on Cyber BA.

If you do not have access to the Internet, OR, if your local BA office has not yet implemented Cyber BA, you may send in your concept submission via courier. Your submission should be sent directly to Brand Assurance. Please include the attached CONCEPT SUBMISSION FORM fully completed with your concept. Use one form per piece of art. Submissions will not be processed without the appropriate form; they will be returned to you. If you are submitting artwork that you wish to be returned to you, please include an additional copy, which we can retain for our records. If this is not included, we will be unable to return the artwork to you. Items will be returned to you via regular mail service unless you provide us with your Federal Express account number.

Brand Assurance Guidelines

Approvals

Comments on your submissions will be e-mailed or faxed to you on a PRODUCT APPROVAL FORM AND RESUBMISSION FORM. You will indicate your notification preference on the Concept Submission Form. Note that all BA comments on submissions received via Cyber BA will automatically be returned via e-mail.

Preproduction and Final Samples

After receiving approval to proceed beyond concept stage, send all physical preproduction and final sample submissions directly to Brand Assurance with a photocopy of the latest PRODUCT APPROVAL AND RESUBMISSION FORM. Cyber BA is for the concept and revised concept stages only. DO NOT resubmit physical samples with a Concept Submission Form – it should only be used the first time when you are submitting an item if you did not choose to upload the submission directly via Cyber BA.

Trademark & Copyright Notices

Warner Bros. considers the protection of our characters to be of great importance and we carefully monitor the use of trademark and copyright notices.

To facilitate your correct usage, here are some general guidelines:

- The likenesses, names, sayings, drawings, and renditions of all characters serve as
- trademarks and are protected under copyright; their use must be approved.
- All character names are trademarks and should not be covered or distorted on the product.
- A trademark and copyright notice must be included on all finished products, packaging, or advertising and promotional materials.
- When a character appears multiple times on products, packaging, or advertising, one copyright notice is sufficient.

Warner Bros. Consumer Products must be notified in advance about notices used. Submit the appropriate rendition of all trademark and copyright notices to your local Warner Bros. Consumer Products Representative for approval by Brand Assurance. Licensees must not assume approval is given unless specifically notified by Warner Bros. Consumer Products in writing.

Trademark and copyright notices should read:
SCOOBY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera. (s03)

(s03) reflects the year that the product is being shipped to retail.
Example shown, (s03) means product is shipped in 2003.

C01

C02

C03

C04

C05

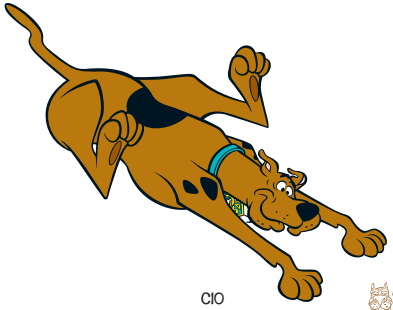
Character Art

C06

C07

C08

C09



C10

C11

C12

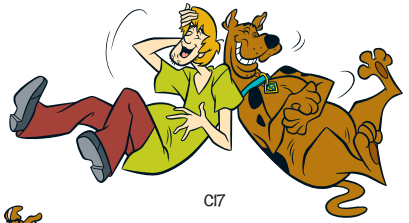
C13

C14

C15

Character Art

C16



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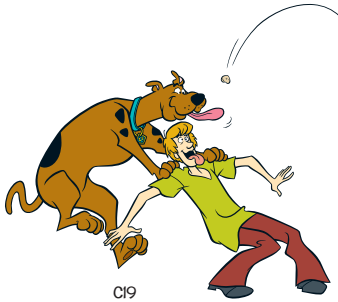
C18



C19

C20

C21

C22

C23

C24

C25

C26

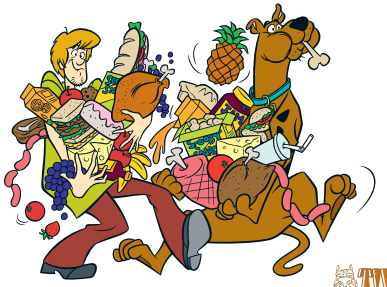
Character Art

C27

C28

C29

C30



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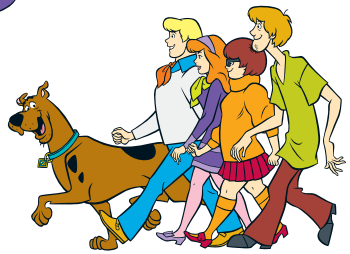
C32

C33

C34



C35

Icons

ICN01

ICN02

ICN03

ICN04

Icons

ICN05

ICN06

ICN07

ICN08

ICN09

ICN10

ICN11

ICN12

ICN13

ICN14

ICN15

ICN16

ICN17

ICN18

ICN19

ICN20

Icons

ICN21

ICN22

ICN23

ICN24

ICN25

ICN26

ICN27

ICN28

ICN29

ICN30

Icons

ICN31 (all 5 designs)

ICN32 (all 5 designs)

ICN33 (all 3 designs)

Icons

ICN34

ICN35

ICN36

ICN37

ICN38

ICN39

Icons

ICN40

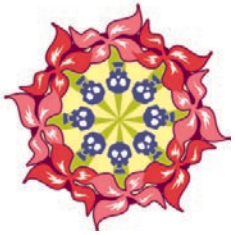
ICN41

ICN42

ICN43

ICN44

ICN45



ICN46

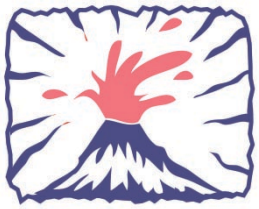
ICN47

ICN48

ICN49

ICN50

ICN51



ICN52

ICN53

ICN54

ICN55

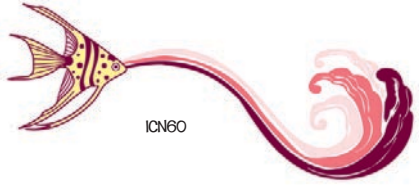
ICN56

Icons

ICN57

ICN58

ICN59



ICN60

ICN61

ICN62

ICN63

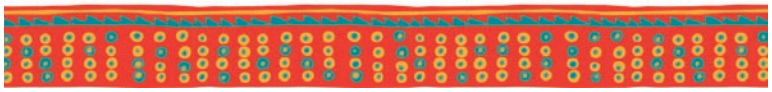
Borders

BDR01

BDR02

BDR03

BDR04



BDR05

BDR06

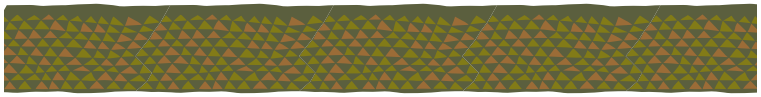
BDR07

BDR08

BDR09

BDR10

Borders



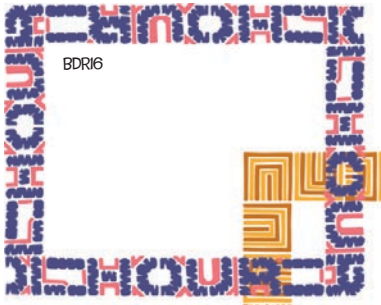
BDR11

BDR12

BDR13

BDR14

BDR15



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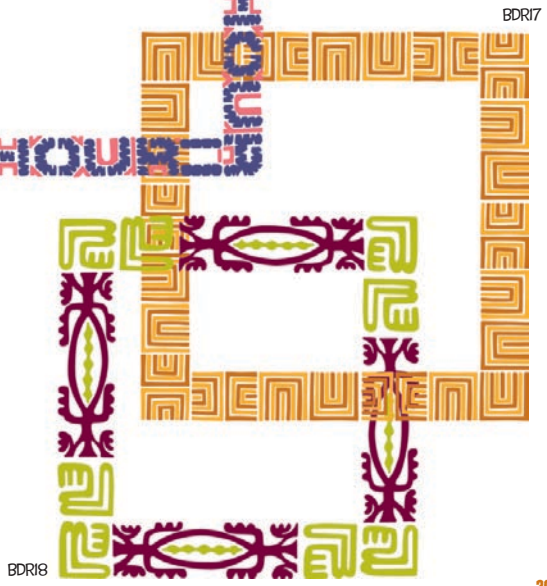
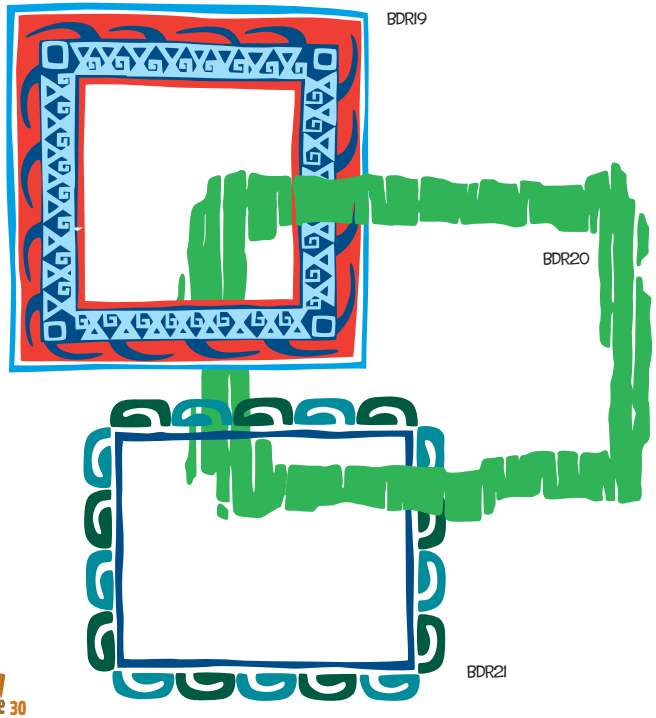
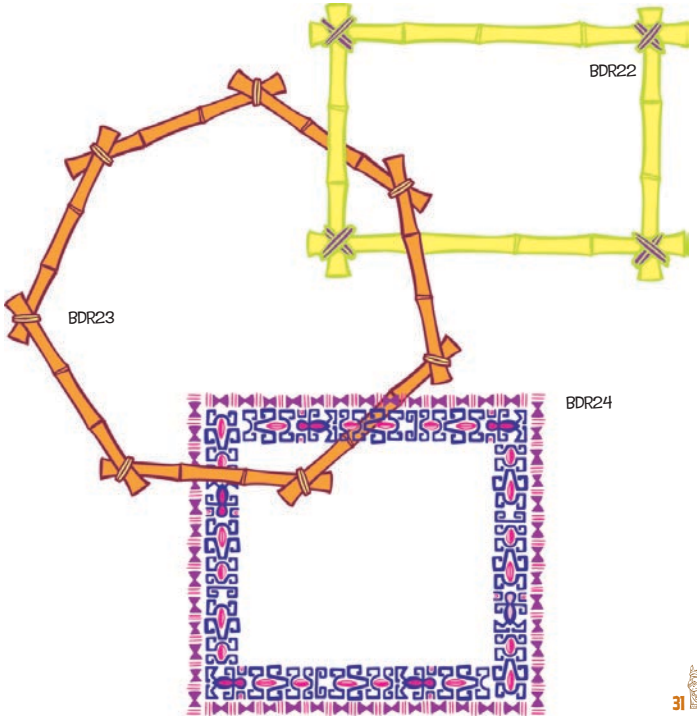


BDR17

BDR18

Borders





Patterns

PTN01

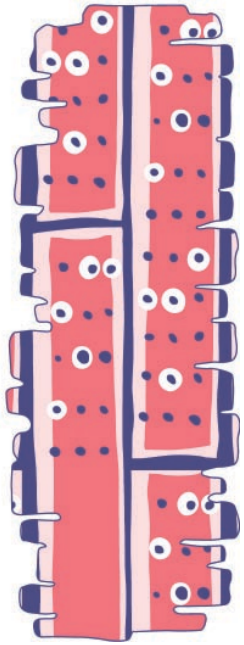
PTN02

PTN03

PTN04

PTN05

PTN06



PTN07

PTN08

PTN09

PTN10

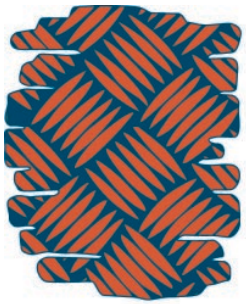
Patterns

PTN11

PTN12

PTN13

PTN14



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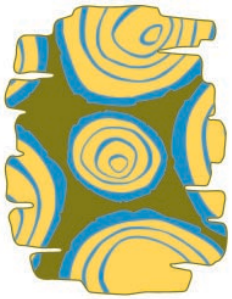

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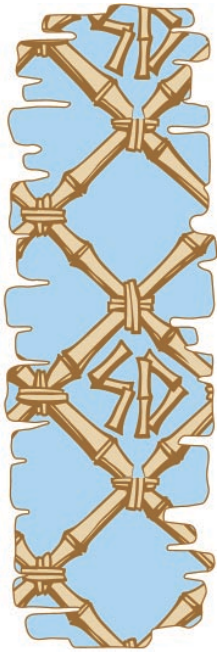

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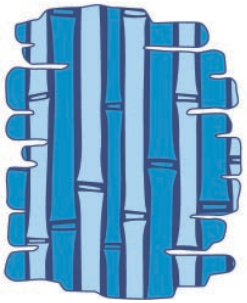

PTN17

PTN18

Patterns

PTN20

PTN21

PTN22

PTN23

PTN24

Patterns

PTN25

PTN26

PTN27

PTN28

PTN29

PTN30

PTN31

PTN32

Color Palette

Girls

Tropic Pink
PMS 217
30%m

Tropic Magenta
PMS 226
100%m

Tropic Violet
PMS 253
47%c 91%m

Tropic Blue
PMS 266
94%c 94%m

Tropic Burgundy
PMS 209
94%m 83%y 51%k

Tropic Red
PMS 032
91%m 87%y

Tropic Orange
PMS 151
43%m 87%y

Tropic Yellow
PMS 116
15%m 94%y

Tropic Pale Yellow
PMS 100
51%y

Tropic Green
PMS 382
30%c 94%y

Women

Lounge Blush
PMS 706
15%m 6%y

Lounge Pink
PMS 709
69%m 38%y

Lounge Red
PMS 711
91%m 76%y 6%k

Lounge Grape
PMS 222
100%m 15%y 60%k

Lounge Blue
PMS 668
69%c 65%m 30%k

Lounge Smoke
PMS Warm Gray 2
6%m 6%y 11%k

White

Lounge Mint
PMS 628
15%c 6%y

Lounge Yellow
PMS 100
51%y

Lounge Green
PMS 383
18%c 100% 18%k

SDTLCOLOR (All color palettes)

Boys

Beach Sky
PMS2975
34%c

Beach Blue
PMS2995
100%c 9%m

Beach Deep Blue
PMS295
100%c 56%m 34%k

Beach Teal
PMS321
100%c 30%y 23%k

Beach Forest
PMS343
100%c 69%y 60%k

Beach Green
PMS361
76%c 91%y

Beach Yellow
PMS116
15%m 94%y

Beach Orange
PMS137
34%m 91%y

Beach Brown
PMS471
56%m 100%y 18%k

Beach Red
PMS032
91%m 87%y

Men

Tiki Sky
PMS 545
30%c 6%m

Tiki Violet
PMS 5275
72%c 56%m 38%k

Tiki Blue
PMS 542
76%c 23%m 9%k

Tiki Teal
PMS 548
100%c 18%m 65%k

Tiki Red
PMS 180
76%m 83%y 11%k

Tiki Yellow
PMS 129
15%m 76%y

Tiki Brown
PMS 464
47%c 65%m 100%y

Tiki Sand
PMS 467
9%c 15%m 34%y

Tiki Olive
PMS 5825
87%y 60%k

Tiki Green
PMS 449
79%c 69%m 100%y

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(s03)